

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

Ad No. 1936-B1 - (TRAPEZE) - Req. No. M91325 - Page, 4/c Bleed - (5 7/8 x 9 1/4 inches)
Printed in U.S.A.

Opera Books, 1986
(604)

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Get a taste of it.

Merit

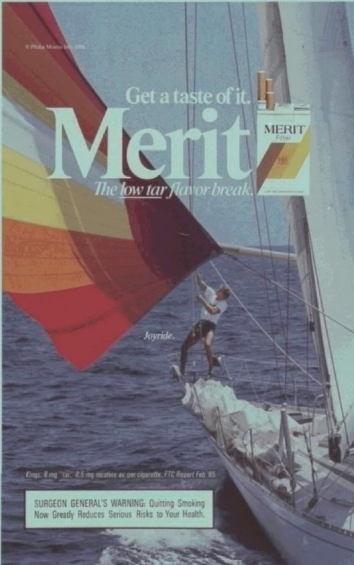
The low tar flavor break.



Joyride.

Kings: 8 mg "tar," 0.5 mg nicotine av. per cigarette, FTC Report Feb. '85.

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.



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